



FOR IMMEDIATE RELEASE

March 13, 2008

**MAYOR JERRY SANDERS
NEWS RELEASE**

**Mayor Invites San Diegans to this Saturday's Sale
of Drought-Tolerant *California Friendly* Plants**

***Mayor also Calling on Young Artists for Entries
to City's Water Conservation Poster Contest***

Mayor Jerry Sanders is encouraging San Diegans who want to learn more about water-wise gardening to attend the California Friendly Plant Sale scheduled from 9 am to 3:30 pm this Saturday at the Water Conservation Garden at Cuyamaca College (12122 Cuyamaca College Drive West in El Cajon). The sale will feature drought tolerant plants from growers throughout the county who specialize in varieties just right for San Diego's semi-arid climate.

The Mayor is asking everyone in San Diego to conserve water by switching a portion of their landscaping – or their entire yards – to “California Friendly” plants. These plants use far less water than traditional landscaping choices and are more resistant to the periodic drought conditions common in San Diego.

The Saturday event will also feature a mini-lecture series offering water-wise gardening information and horticultural tips on the plants being sold. The current speaker lineup includes: Michael Buckner – *Gardening With Cacti and Succulents*; Walter Parkola - *The Protea Species: Exotic Options for Drought-Tolerant Landscapes*; Rachel Borgatti – *Vermicomposting for Apartment Dwellers*; Connie Beck – *Backyard Habitat Gardening*; and Jon Holt - *Where to Buy Native Plants*. More information about the sale and the Conservation Garden is available at info@thegarden.org.

CHILDREN'S WATER CONSERVATION POSTER CONTEST DEADLINE IS MARCH 26

Mayor Sanders is asking parents and teachers to help students learn more about water conservation by entering the City-sponsored Water Conservation Poster Contest. The Contest is open to all public, private and home-schooled students in the first through sixth grades in the City of San Diego. Entries must be submitted by each student's teacher on or before March 26.

“The poster contest is designed to get students and teachers talking about where our City’s water comes from, about our limited supplies of water and why it is important to conserve water wherever we can,” said Mayor Sanders. “There are simple ways that all of us can use to reduce the amount of water we use every day. Students can express their ideas about how to conserve water and the importance of our overall water supply in their posters,” said the Mayor.

Rules are on the City’s website, www.sandiego.gov/water/conservation/kids/poster/index.shtml.

All posters must be drawn horizontally (landscape) on 11x14 white poster size paper. Students may use crayon, watercolor, poster paint, markers, ink, cut paper, tissue paper and fabric. Please do not use materials that may smear, crack, or chip. Students must work on posters individually. Collaborative works (a poster created by two or more students) will not be accepted for the contest. Only original artwork will be accepted. Reproduction of popular cartoon characters or three-dimensional work will not be accepted.

Up to three posters may be submitted per class. Combination classes may submit three posters per grade level. It is important to attach the student entry form with tape to the back of each poster. Entry forms are available at the website included above. Teachers are asked to paper clip posters along with the class entry forms and to package them so that they remain flat.

Entries can be mailed or delivered to:

City of San Diego Water Department
Public Information Officer
600 B Street, Suite 1210
San Diego, CA 92101

For more information about the Annual Water Conservation Poster Contest, contact the City of San Diego Water Department at (619) 533-5312 or via e-mail at water@sandiego.gov

The City of San Diego’s Water Conservation Program reduces water demand by promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. Visit <http://www.sandiego.gov/water/conservation> or call (619) 515-3500 for more information about Water Conservation.